



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

Contract # 3078177

Schedule Dates 10/26/17-10/31/17
Advertiser Ed Gillespie for VA Governor (116805)
Agency Strategic Media Placement (6694)
Product POLITICAL CANDIDATE (ns) (1186)
Brand Ed Gillespie (671299)
Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 3252
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments

Date Entered 10/25/17
Last Modified 10/25/17
Entered By Tiffany Lewis
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$10,155.00
Net Total \$57,545.00
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2017	21	\$27,800.00
Nov. 2017	23	\$39,900.00
Grand Total:	44	\$67,700.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/30/17-10/30/17	2	:30	5A- News-Good Morning Washington at 5a		2							2	\$500.00	\$1,000.00	Washington (WJLA)		10/25/17
2.0	Normal Line / SPOT	10/26/17-10/27/17	2	:30	7A- ABC-Good Morning America					1	2			3	\$1,000.00	\$3,000.00	Washington (WJLA)		10/25/17
3.0	Normal Line / SPOT	10/30/17-10/31/17	2	:30	7A- ABC-Good Morning America		2	1						3	\$1,200.00	\$3,600.00	Washington (WJLA)		10/25/17
4.0	Normal Line / SPOT	10/27/17-10/27/17	2	:30	9A- Live with Kelly						1			1	\$500.00	\$500.00	Washington (WJLA)		10/25/17
5.0	Normal Line / SPOT	10/30/17-10/31/17	2	:30	9A- Live with Kelly		1	1						2	\$600.00	\$1,200.00	Washington (WJLA)		10/25/17
6.0	Normal Line / SPOT	10/26/17-10/26/17	2	:30	10A- Rachael Ray					1				1	\$450.00	\$450.00	Washington (WJLA)		10/25/17
7.0	Normal Line / SPOT	10/30/17-10/31/17	2	:30	10A- Rachael Ray		1	1						2	\$500.00	\$1,000.00	Washington (WJLA)		10/25/17
8.0	Normal Line / SPOT	10/27/17-10/27/17	2	:30	11A- ABC-The View						1			1	\$450.00	\$450.00	Washington (WJLA)		10/25/17
9.0	Normal Line / SPOT	10/31/17-10/31/17	2	:30	11A- ABC-The View			1						1	\$600.00	\$600.00	Washington (WJLA)		10/25/17
10.0	Normal Line / SPOT	10/27/17-10/27/17	2	:30	1P- ABC-The Chew						1			1	\$500.00	\$500.00	Washington (WJLA)		10/25/17
11.0	Normal Line / SPOT	10/31/17-10/31/17	2	:30	1P- ABC-The Chew			1						1	\$600.00	\$600.00	Washington (WJLA)		10/25/17
12.0	Normal Line / SPOT	10/26/17-10/26/17	2	:30	2P- ABC-General Hospital					1				1	\$600.00	\$600.00	Washington (WJLA)		10/25/17

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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13.0	Normal Line / SPOT	10/30/17-10/30/17	2	:30	2P- ABC-General Hospital		1							1	\$700.00	\$700.00	Washington (WJLA)		10/25/17
14.0	Normal Line / SPOT	10/31/17-10/31/17	2	:30	Orbit- [P]Hot Bench(Tu), [P]Hot Bench 2(Tu)			1						1	\$500.00	\$500.00	Washington (WJLA)		10/25/17
15.0	Normal Line / SPOT	10/26/17-10/26/17	2	:30	4P- News-ABC 7 News at 4p					1				1	\$500.00	\$500.00	Washington (WJLA)		10/25/17
16.0	Normal Line / SPOT	10/30/17-10/30/17	2	:30	4P- News-ABC 7 News at 4p		1							1	\$600.00	\$600.00	Washington (WJLA)		10/25/17
17.0	Normal Line / SPOT	10/26/17-10/27/17	2	:30	5P- News-ABC 7 News at 5p					1	1			2	\$550.00	\$1,100.00	Washington (WJLA)		10/25/17
18.0	Normal Line / SPOT	10/30/17-10/31/17	2	:30	5P- News-ABC 7 News at 5p		1	1						2	\$700.00	\$1,400.00	Washington (WJLA)		10/25/17
19.0	Normal Line / SPOT	10/31/17-10/31/17	2	:30	6:27P- 6:30P (EST)			1						1	\$4,000.00	\$4,000.00	Washington (WJLA)		10/25/17
20.0	Normal Line / Access	10/30/17-10/30/17	2	:30	6:57P- 7P (EST)		1							1	\$7,500.00	\$7,500.00	Washington (WJLA)		10/25/17
21.0	Normal Line / Access	10/26/17-10/27/17	2	:30	7P- Wheel Of Fortune					1	1			1	\$2,000.00	\$2,000.00	Washington (WJLA)		10/25/17
21.0.1	Preempt	10/26/17															Washington (WJLA)	No Availability/Exception -	
22.0	Normal Line / Access	10/26/17-10/27/17	2	:30	7:30P- Jeopardy					1	1			2	\$3,000.00	\$6,000.00	Washington (WJLA)		10/25/17
23.0	Normal Line / Access	10/31/17-10/31/17	2	:30	7:30P- Jeopardy			1						1	\$3,500.00	\$3,500.00	Washington (WJLA)		10/25/17
24.0	Normal Line / Prime Premium	10/30/17-10/30/17	2	:30	8P- ABC-Dancing with the Stars (Monday)		1							1	\$7,500.00	\$7,500.00	Washington (WJLA)		10/25/17

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25.0	Normal Line / Prime Premium	10/30/17-10/30/17	2	:30	10P- ABC-The Good Doctor (Monday)		1							1	\$5,000.00	\$5,000.00	Washington (WJLA)		10/25/17
26.0	Normal Line / SPOT	10/26/17-10/27/17	2	:30	11:35P- ABC-Jimmy Kimmel					1	1			2	\$500.00	\$1,000.00	Washington (WJLA)		10/25/17
27.0	Normal Line / SPOT	10/30/17-10/31/17	2	:30	11:35P- ABC-Jimmy Kimmel		1	1						2	\$600.00	\$1,200.00	Washington (WJLA)		10/25/17
28.0	Normal Line / SPOT	10/28/17-10/28/17	2	:30	7A- ABC-Good Morning America Saturday							1		1	\$650.00	\$650.00	Washington (WJLA)		10/25/17
29.0	Normal Line / Football	10/28/17-10/28/17	2	:30	12:30P- Sports-ABC College Football Early							1		1	\$3,000.00	\$3,000.00	Washington (WJLA)		10/25/17
30.0	Normal Line / Football	10/28/17-10/28/17	2	:30	3:30P- Sports-ABC College Football Late							1		1	\$3,500.00	\$3,500.00	Washington (WJLA)		10/25/17
31.0	Normal Line / Football	10/28/17-10/28/17	2	:30	8P- Sports-ABC College Football Prime							1		1	\$4,000.00	\$4,000.00	Washington (WJLA)		10/25/17
32.0	Normal Line / SPOT	10/29/17-10/29/17	2	:30	8A- ABC-Good Morning America Sunday								1	1	\$550.00	\$550.00	Washington (WJLA)		10/25/17

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